object model, and cause an action supporting a provision of the service to a user taking account of the determined type of service.

40. The apparatus of claim **39**, wherein the object model is a three-dimensional model of a real world object.

41. The apparatus of claim **39**, wherein the information comprises at least one of:
   a link to a Web site;
   a link to a service application programming interface;
   information for presentation to a user;
   information supporting a local service discovery;
   an identification of an application of the mobile device that is to be executed;
   a script for an application for execution on the mobile device.

42. The apparatus of claim **39**, wherein the information associated with at least one of the at least one object model stored in the mobile device comprises additional information, and wherein the at least one memory and the computer program code are configured to, with the at least one processor, cause the apparatus to considered the additional information when evaluating whether the captured data can be matched to an object model stored in the mobile device.

43. The apparatus of claim **39**, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus at least one of:
   to request an object model from another device;
   to request an object model from another device in a network;
   to request an object model from another device based on the current location of the mobile device;
   to request an object model from another device based on a captured video clip;
   to retrieve an object model from a memory device; and
   to model an object within the mobile device in response to a user input.

44. The apparatus of claim **39**, wherein the computer code comprises:
   code for at least a first handler application configured to, with the at least one processor, cause the apparatus to offer a service of a first type and a second handler application configured to, with the at least one processor, cause the apparatus to offer a service of a second type; and
   code for a general purpose application configured to, with the at least one processor, cause the apparatus to select in response to the determined type of service one of the at least first and second handler application for offering the service that is linked to the matching object model to the user of the mobile device.

45. The apparatus of claim **39**, further comprising at least one of:
   a camera;
   a video camera;
   a multiview camera;
   a stereo camera;
   depth mapping sensors;
   a satellite signal receiver;
   a user interface;
   an interface for local connectivity;
   an interface for removable media;
   an interface for a local radio link; and
   a mobile communication interface.

46. The apparatus of claim **39**, wherein the apparatus is one of:
   a chip;
   a mobile device;
   a mobile communication device;
   a camera; and
   a module for a mobile device.

47. An apparatus comprising at least one processor and at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus at least to perform:
   create an object model of a real world object based on captured data on the real world object;
   associate information to the object model, wherein the associated information links a service to the object model and identifies a type of the service; and
   provide the object model and the associated information for use in a mobile device.

48. The apparatus of claim **47**, wherein the object model is a three-dimensional model of a real world object.

49. The apparatus of claim **47**, wherein the apparatus is one of:
   a chip;
   a mobile device;
   a mobile communication device;
   a module for a mobile device;
   a stationary device;
   a module for a stationary device;
   a server; and
   a module for a server.

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